



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka

# INDUSTRIAL TRAINING REPORT

## AT DIGITAL ADS SDN. BHD.



**Prepared by**

MUHAMMAD RAQWAN BIN CHE RAMLI  
2022828178  
BA2406B

12 AUG  
- 24 JAN 2025

**SURAT KEBENARAN**

Tarikh : 8/1/2025

Kepada :

**Penyelaras Latihan Praktikal**  
Fakulti Pengurusan Perniagaan  
UiTM Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196  
Email : praktikalfppmelaka@uitm.edu.my

**Maklumbalas (I)**

Setuju

Tidak Bersetuju

Tuan/Puan

**KEBENARAN UNTUK MEMUAT NAIK HASIL LAPORAN PELAJAR LATIHAN INDUSTRI SEBAGAI "PUBLIC ACCESS" DI REPOSITORI UITM**

1. Merujuk perkara di atas, pihak organisasi bersetuju / tidak bersetuju pihak universiti memuat naik hasil laporan pelajar latihan industri sebagai "public access" di repositori UiTM.

<b>Nama Pelajar</b>	MUHAMMAD RAQWAN BIN CHE RAMLI		
<b>No. Matriks</b>	2022828178	<b>Nama Program</b>	BA240
<b>Tajuk Laporan</b>	SWOT Analysis of Digital Ads Sdn Bhd	<b>Nama Syarikat</b>	DIGITAL ADS SDN BHD

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar



.....  
**Nama Pegawai :** Chan Hong Sheng  
**Jawatan :** Team Lead  
**No. Tel. :**  
**No. Faks :**

**Cop jabatan/organisasi:**

# EXECUTIVE SUMMARY

My internship journey began on 12 August 2024 at Digital Ads Sdn Bhd in Kuala Lumpur and lasted for six months, ending on 24 January 2025. During this time, I worked as a TikTok Marketing Content Creator Intern, a role that not only matched my interests but also fulfilled the requirements of my academic program. My responsibilities included creating engaging TikTok content, managing multiple accounts, and collaborating with affiliates, all of which gave me valuable hands-on experience in the fast-paced digital marketing industry.

This report shares insights I gained during my internship, based on my experiences, discussions with colleagues, guidance from my supervisor, and research. It starts with an introduction to the company and its culture, followed by an overview of the services they offer and a reflection on my training. The report also includes a SWOT analysis of Digital Ads Sdn Bhd, focusing on strengths, challenges, and opportunities I observed.

One key challenge I noticed was the issue of employee shortages, particularly in the TikTok Marketing Department. This analysis, supported by my observations and discussions, serves as the foundation for recommendations to address these challenges and improve the company's efficiency.

This internship was an incredible learning experience. It allowed me to apply what I've learned in my studies to real-world scenarios, develop creative and problem-solving skills, and deepen my understanding of digital marketing. The report concludes with my recommendations and a reflection on how this journey has helped me grow personally and professionally.

# Table of Contents

<u>Executive Summary</u>	i
<u>Acknowledgement</u>	01
<u>Student's Profile</u>	02
<u>Company's Profile</u>	03
<u>Training Reflection</u>	08
<u>SWOT Analysis</u>	09
<u>Discussion &amp; Recommendation</u>	11
<u>Conclusion</u>	21
<u>Appendices</u>	24



## ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to Allah SWT for granting me the strength, determination, and sense of responsibility to complete this internship report. Throughout this six-month journey, I have been blessed with guidance, support, and encouragement from many individuals who have contributed to my growth and learning.

I am deeply thankful to my academic advisor, Miss Rozana Othman, for her unwavering guidance and support. Her invaluable advice and encouragement throughout this process have been a constant source of motivation, and I am truly grateful for her dedication to helping me succeed. May Allah bless her and her family with good health and happiness.

I would also like to extend my sincere gratitude to my internship supervisors, Mr. Chan Hong Sheng and Mr. Yong Han Jack, for their invaluable mentorship during my time at Digital Ads Sdn Bhd. Their expertise, patience, and willingness to share their knowledge have been instrumental in my growth as a Marketing student and as a professional. Thank you for providing me with opportunities to learn, grow, and overcome challenges in a supportive environment.

My heartfelt thanks go to my parents for their unconditional love and unwavering support throughout my studies and internship. Their belief in me has always been my greatest source of strength. I would also like to thank my friends and classmates for being my companions and for providing emotional support and encouragement when I needed it most.

This experience has been a valuable chapter in my academic and personal journey. I will continue to seek opportunities to grow, improve, and expand my knowledge and skills in the future.

# Student's Profile

## MUHAMMAD RAQWAN BIN CHE RAMLI

### PROFILE

A Bachelor of Business Administration (Hons.) Marketing student seeking opportunities to apply my skills and knowledge in marketing. I am committed to learning and contributing to well-established organizations to gain valuable career knowledge and life experience.

### KEY COMPETENCIES

- Leadership Skill
- Management Skill
- Communication Skill
- Computer Skill

### LANGUAGE

- Bahasa Melayu
- English
- Arabic (Basic)
- Mandarin (Basic)

### EDUCATION

MARA University of Technology (UiTM), Bandaraya Melaka.

October 2022 - Present

Bachelor of Business Administration (Hons.) Marketing. CGPA 3.2

MARA University of Technology (UiTM), Alor Gajah, Melaka.

July 2019 - December 2021

Diploma in Business Studies. CGPA 3.3

### WORK EXPERIENCE

TikTok Marketing Internship at Digital Ads Sdn Bhd

August 2024 - January 2025

- Brainstormed TikTok content ideas, wrote scripts, recorded, edited, and posted video content for five company TikTok accounts.
- Assisted with customer service for in-house product (goKids).
- Set up Dami Robot to invite affiliates to request samples for client products (Deluxclean).
- Managed affiliate-related tasks, including reviewing affiliate accounts requesting samples, approving requests, and providing customer service for affiliates.
- Recorded all affiliate data using Microsoft Excel.
- Trained new employees in content production and creation processes.

### ACCOMPLISHMENTS & EXTRACURRICULAR ACTIVITIES

- Dean's List Award Semester 4 & 5, 2023 - 2024
- Career Compass: Guiding Your Path to Professional Excellence 2024

### ADDITIONAL INFORMATION

#### Skills

- Microsoft Word, Excel, PowerPoint (Intermediate)
- Adobe Photoshop (Basic)
- DaVinci Resolve Editing Software (Basic)

# Company's Profile



**DIGITAL ADS SDN. BHD.**



## Introduction



**Melvin Gan**  
CEO of Digital  
Ads

Digital Ads Malaysia is a vibrant digital marketing consultancy with an entrepreneurial approach. For over six years, we've helped corporate companies, SMEs, and startups with seamless social media management, innovative web design, and expert branding solutions.

Find us at **D-1-11, Plaza Arkadia, Jalan Intisari, 52200 Kuala Lumpur, Federal Territory of Kuala Lumpur.** We're open **Monday to Friday, 10:00 AM to 7:00 PM,** ready to boost your digital presence.



# Objective and Goal

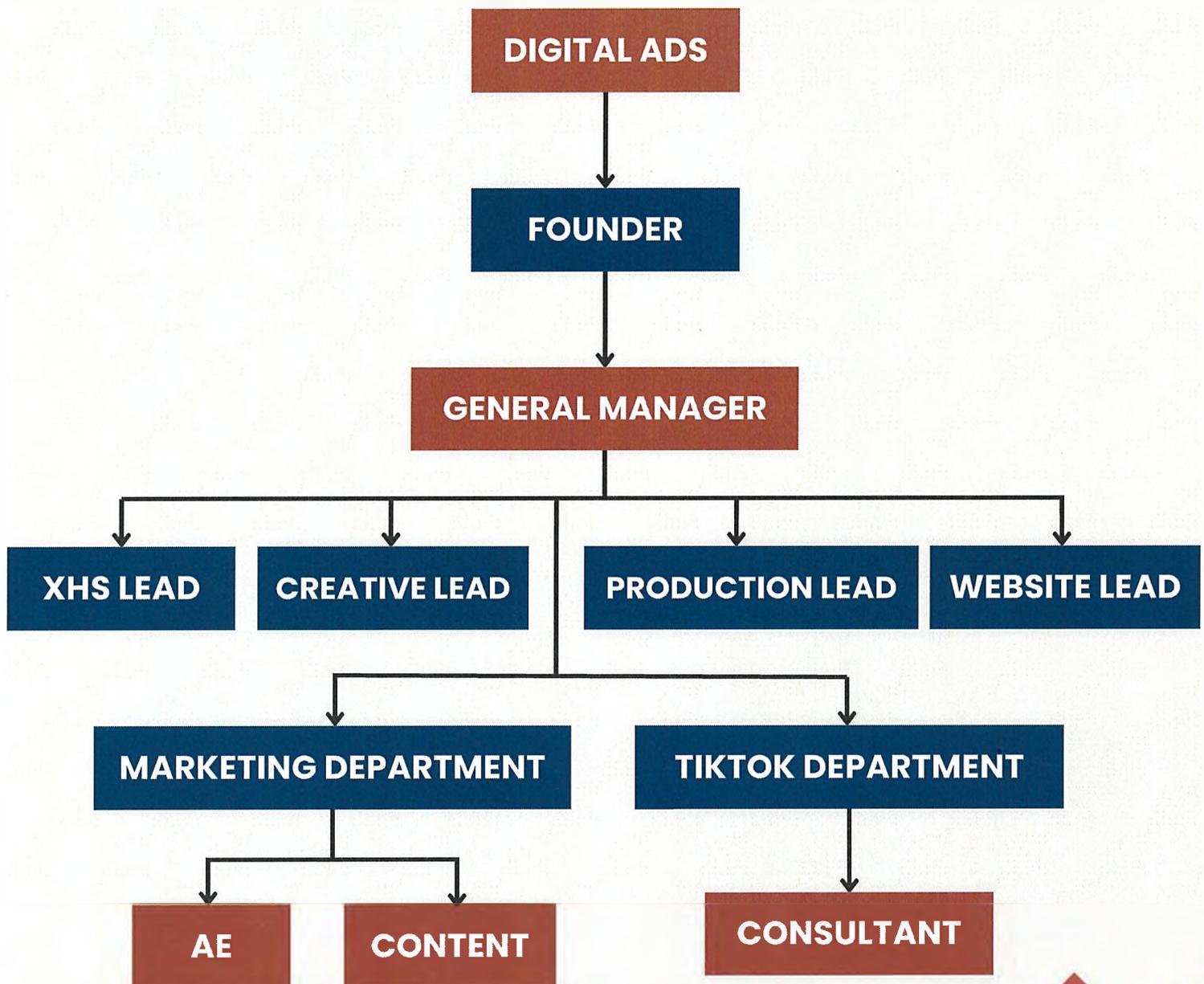
## → Objective

Digital Ads Sdn Bhd aims to provide clients with **sustainable and strategic digital marketing solutions**. The company focuses on **managing social media, developing and designing websites, and offering branding advice** to help clients achieve their marketing goals.

## → Goal

The company's goal is to **enhance clients' online presence and brand exposure** through comprehensive digital marketing strategies. By offering services such as **performance marketing, social media campaigns, website development, and Google Ads**, Digital Ads Sdn Bhd seeks to **deliver impactful results that drive engagement and maximize return on investment** for its clients.

# Organizational Chart



## DIGITAL ADS SDN BHD

Founded in 2012, Digital Ads Sdn Bhd began as a small agency in Kuala Lumpur with a vision to make digital marketing accessible and impactful for businesses of all sizes. Over the years, the company has grown significantly, expanding its services and client base while staying true to its core mission: providing innovative, affordable, and results-oriented marketing solutions. Initially focused on traditional digital advertising, Digital Ads Sdn Bhd quickly adapted to the rise of social media and other digital platforms, positioning itself as a leader in the Malaysian marketing industry.

Today, Digital Ads Sdn Bhd specializes in a wide range of services, including social media management, TikTok and Google Ads campaigns, website design, and branding. The company is recognized for its commitment to continuous learning and innovation, ensuring its strategies are always aligned with the latest industry trends. The TikTok Marketing Department, in particular, has become a hallmark of the company's expertise, creating engaging content and managing campaigns across multiple accounts. By embracing modern technology and fostering a culture of adaptability, Digital Ads Sdn Bhd has maintained its reputation as a trusted partner for businesses looking to thrive in the digital age.

At the heart of Digital Ads Sdn Bhd's success is its focus on building strong relationships with clients and delivering exceptional customer experiences. The company's in-house projects, such as goKids, demonstrate its ability to develop, manage, and market products effectively while addressing client-specific challenges. By combining creativity, innovation, and a client-centric approach, Digital Ads Sdn Bhd has established itself as a forward-thinking agency that continues to set benchmarks in the digital marketing landscape.



# SERVICES

## **Social Media Services**

- Copywriting & Poster Design: Crafting compelling written content and visually appealing posters to effectively communicate brand messages across various social media platforms.
- Short Animation / GIF: Producing engaging short animations and GIFs to capture audience attention and enhance social media engagement.
- Media Buy: Strategically purchasing advertising space on social media platforms to maximize reach and return on investment.

## **SEO Services**

- On-Page Optimization: Enhancing website elements such as meta tags, headers, and content to improve search engine visibility and user experience.
- Keyword Research: Identifying the most relevant and valuable keywords for the business to target, optimizing website content accordingly.
- Monthly Reporting: Providing regular reports to track the progress of SEO campaigns and inform future optimization strategies.

## **Videography Services**

- Narrative Creation: Developing compelling storylines that resonate with the target audience to effectively convey brand messages.
- Storyboard and Script Writing: Planning and scripting video content to ensure clarity and alignment with marketing objectives.
- Video Production and Editing: Executing high-quality video shoots and meticulous editing to produce professional marketing videos.

## **Google Ads Services**

- Search Engine Marketing (SEM): Creating and managing paid search campaigns to increase visibility on search engine results pages.
- Social Media Marketing (SMM): Developing and executing paid advertising strategies on platforms like Facebook and TikTok to engage target audiences.
- Customized Campaigns: Tailoring advertising campaigns to align with specific business goals, ensuring measurable results and lead generation.

## **Digital Marketing Services**

- Sales Funnel Assistance: Helping businesses optimize their sales processes to improve customer conversion rates.
- Digital Marketing Audit: Evaluating current digital marketing activities to identify areas for improvement and implement effective strategies.
- Media Buy Quality Enhancement: Improving the quality and effectiveness of media purchases to ensure optimal use of marketing budgets.



# Training Reflection

During my six-month internship at Digital Ads Sdn Bhd, I had the opportunity to immerse myself in the **dynamic field of digital marketing**, particularly in TikTok content creation and affiliate management. My primary responsibilities involved **brainstorming content ideas, scripting, recording, editing, and managing five TikTok accounts** for the company. This hands-on experience allowed me to explore various creative approaches to engage audiences while gaining valuable skills in video editing and social media strategy. It was a rewarding experience to see how **my contributions positively impacted the company's online presence.**

In addition to content creation, I also supported customer service for the company's in-house product, goKids. I was tasked with **setting up the Dami Robot system to invite affiliates to request product samples for Deluxclean.** Managing affiliate accounts was another significant part of my role, requiring me to **review and approve requests, handle customer service for affiliates, and maintain an organized record of affiliate data using Microsoft Excel.** These tasks helped me **strengthen my problem-solving skills, attention to detail, and ability to work collaboratively** within a team environment.

The daily routine of working from 10:00 am to 7:00 pm taught me the importance of **discipline and time management.** Regular updates to my supervisors, Mr. Chan Hong Sheng and Mr. Yong Han Jack, ensured clear communication and alignment with the company's goals. I also had the chance to **train new employees in content production and creation processes,** which further enhanced my leadership and interpersonal skills. Overall, this internship was an **invaluable experience that broadened my knowledge, honed my abilities, and prepared me for future opportunities** in the digital marketing industry.



# SWOT Analysis

## SWOT Analysis of Digital Ads Sdn Bhd

### STRENGTH

- Provide Service at an Affordable Price
- Adaptability and Continuous Learning

### WEAKNESS

- Lack of Resources
- Insufficient Workforce Development

### OPPORTUNITY

- Partnership with Recruitment Agency
- Create Hybrid Work Lifestyle (Work From Home and Office)

### THREAT

- Increasing on Global Competitors
- Rapid Technological Advancements

# PROBLEM

# IDENTIFICATION

During my internship with Digital Ads Sdn Bhd, I observed that the company faces a significant issue: employee shortages in some departments. To provide some context, Digital Ads Sdn Bhd operates as an agency with two distinct entities within the company: the Digital Ads Team (DA) and the ADC Conversion Team (ADC). As a result, the company is experiencing challenges related to employee shortages.

Based on feedback from the remaining employees, most of those who left the company did so for several reasons. These include receiving better salaries and opportunities elsewhere, pursuing better career paths, and wanting to escape the burden of additional tasks beyond their job descriptions caused by the shortage of workers. This aligns with findings by Smith and Brown (2020), who noted that employee turnover is often linked to dissatisfaction with compensation, lack of career advancement, and excessive workload due to understaffing. Consequently, the remaining employees are overwhelmed with extra responsibilities, having to take on tasks left unfulfilled due to the staff shortage. Some are even required to perform duties outside their area of expertise or department.

The TikTok Marketing Department exemplifies these challenges. Employees are responsible for making daily video content across five accounts (gokidsmy, gokidsmy2, gokidsfans, gokidsfamily & gokidsbuzz) and managing live hosts, logistics, customer service, and affiliate collaborations. Despite their extensive workload, the department has fluctuating staffing levels, with only three to four employees available from August to December 2024. This inconsistency forces team members to handle roles beyond their scope, such as producing content for other products and searching for additional affiliates. Research by Jones and Taylor (2019) highlights that excessive workloads and role ambiguity often lead to heightened stress, burnout, and increased turnover rates, as employees struggle to manage tasks outside their expertise or capacity. Such situations underline the critical need for addressing the employee shortage to improve operational efficiency and employee satisfaction.

Therefore, I make a SWOT analysis for Digital Ads Sdn Bhd to identify the problem of employee shortage for the company and recommend solutions for it. This help company to understand their problem and find solution that can be use in future.



# **DISCUSSION AND** **RECOMMENDATION**

## **1.0 STRENGTH**

### **1.1 Provide Service at an Affordable Price**

Digital Ads Sdn Bhd's affordable pricing is a key strength that helps the company stand out, especially among startups, small and medium enterprises (SMEs), and larger businesses looking to reduce advertising costs. According to Johnson and Lee (2022), affordable services empower smaller businesses to compete in their markets, driving innovation and economic growth. By offering cost-effective solutions without compromising quality, the company makes digital marketing accessible to businesses of all sizes. Their range of services, including social media campaigns, TikTok marketing, and Google Ads, ensures clients achieve their goals without needing expensive in-house teams. For instance, their campaigns have significantly boosted client performance, such as a 23.30% rise in Facebook likes for Rawa Island Resort and a 600% revenue increase for another client within four months. These achievements not only highlight their expertise but also build trust and loyalty among clients. As highlighted by Porter and Wilson (2021), affordable and effective pricing strategies enable businesses to sustain competitiveness by attracting price-sensitive customers while maintaining service quality, which is critical in highly competitive markets.

### **1.2 Adaptability and Continuous Learning**

Digital Ads Sdn Bhd thrives on its adaptability and commitment to continuous learning, which are key strengths in the ever evolving digital marketing industry. The company actively monitors emerging trends and competitors' strategies, enabling it to identify opportunities and implement innovative solutions swiftly. This learning mindset empowers the team to stay ahead of market shifts and meet client expectations effectively. According to Garvin et al. (2021), organizations that embrace a continuous learning culture are more likely to achieve sustained competitive advantage, as they are better equipped to adapt to rapid changes and innovate proactively. Similarly, Smith and Carter (2020) emphasize that workplace adaptability enhances employee creativity and problem-solving capabilities, which are essential for fostering innovation in dynamic industries like digital marketing. By fostering a culture of learning and agility, Digital Ads Sdn Bhd not only ensures relevance in the face of evolving market demands but also builds a resilient foundation for long-term success, maintaining its competitive edge while delivering exceptional value to its clients. For instance, Digital Ads Sdn Bhd has successfully executed comprehensive digital marketing campaigns for various clients, including social media management, digital activation, and campaign execution, leading to improved brand exposure and quality leads.

## 1.0 (STRENGTH) RECOMMENDATION

### 1.1 Expanding The Value Proposition

To continue leveraging its strength of offering affordable services, Digital Ads Sdn Bhd should consider expanding its value proposition by introducing tiered pricing models or customized service packages that cater to the specific needs and budgets of different businesses. According to Carter and Nguyen (2022), tiered pricing models and customized service packages allow companies to effectively cater to the diverse needs and financial capabilities of their clients, enhancing accessibility and customer satisfaction. This would ensure that the company remains accessible to a wide range of clients, from startups to larger corporations, while maximizing revenue potential. A study by Thompson and Walker (2021) highlights that implementing differentiated pricing strategies enables companies to target various customer segments effectively, driving market share expansion and supporting business growth. Additionally, Digital Ads Sdn Bhd could focus on building stronger partnerships with clients by offering incentives for long-term contracts, as client retention is often more cost-effective than constant acquisition. By continuing to provide high-quality services at competitive prices, the company can foster long-term relationships and further solidify its position in the market (Johnson & Lee, 2022).

### 1.2 Prioritize Structured Training and Development

Given the rapid pace of change in the digital marketing landscape, Digital Ads Sdn Bhd should prioritize the integration of structured training and development programs for its employees to enhance their adaptability and skills. Encouraging employees to engage in continuous professional development, such as certifications in emerging technologies like AI-driven advertising tools, would allow the company to stay ahead of industry trends. Research by Johnson and Lee (2021) emphasizes that organizations that invest in continuous learning and development are better equipped to adapt to industry changes and maintain a competitive edge. Additionally, the company could establish a formal feedback loop with clients to ensure that its solutions are always aligned with the latest market needs, thus maintaining relevance in a dynamic market. According to Carter and Nguyen (2022), fostering a learning culture not only improves employee retention but also enhances innovation and overall business performance. By fostering a culture of continuous learning and adaptability, Digital Ads Sdn Bhd can remain at the forefront of the industry and offer cutting-edge solutions to its clients.



## 2.0 WEAKNESS

### 2.1 Lack of Resources

One of Digital Ads Sdn Bhd's key challenges is its limited resources, particularly in workforce. Departments like TikTok Marketing are often understaffed, leading to overburdened employees juggling tasks beyond their roles, such as customer service and logistics. For example, the TikTok Marketing Department handles daily content creation for five accounts while also managing live hosts and coordinating logistics with only three to four employees. This lack of adequate staffing not only impacts timelines and the quality of work but also contributes to increased employee dissatisfaction, burnout, and turnover. Research by Allen et al. (2021) found that understaffing significantly contributes to employee stress and dissatisfaction, leading to higher turnover rates as employees struggle to manage excessive workloads. Moreover, employees often find themselves taking on tasks outside their job descriptions, which can create role ambiguity and confusion, further decreasing job satisfaction. According to Harris and Nguyen (2020), role overload and unclear responsibilities are major factors in employee disengagement and retention challenges. As the company tries to deliver high-quality services under these conditions, it risks losing talented employees who are overwhelmed and unable to maintain a work-life balance. In an increasingly competitive market, employees in resource-limited companies may feel undervalued due to their heavy workload, which further exacerbates employee retention problems. Studies by Lee and Kim (2022) suggest that when employees are required to take on multiple roles without adequate support, the company faces a higher risk of turnover, which can impede long-term growth and stability. In Digital Ads Sdn Bhd's case, while the company has demonstrated resilience in managing its current workload, its ability to retain employees and maintain service quality may be compromised unless workforce-related issues are addressed.

## **2.2 Insufficient Workforce Development**

The absence of structured employee development programs at Digital Ads Sdn Bhd is a significant challenge that affects the company scalability and operational efficiency. Development initiatives are critical for equipping employees with the skills needed to adapt to new technologies and industry trends, thereby driving innovation and productivity. However, when employees are overburdened with multiple roles such as managing live hosts or handling affiliate collaborations, they lack the time and energy to engage in training programs or skill enhancement opportunities. This situation not only diminishes their job satisfaction but also increases burnout and turnover rates. Research by Brown and Green (2021) highlights that organizations with robust training programs see improved employee engagement and loyalty, which translates into better business outcomes. Furthermore, according to Johnson and Miller (2020), strategic workforce planning that prioritizes employee development fosters a more agile and resilient workforce capable of responding to market changes effectively. For example, employees in the TikTok Marketing Department, who often juggle content creation with affiliate management, could benefit from targeted training that aligns with their roles and career goals. By implementing clear career pathways and dedicating time for skill enhancement, Digital Ads Sdn Bhd can build a more motivated and competent team, paving the way for sustainable growth.

## 2.0 (WEAKNESS) RECOMMENDATION

### **2.1 Phased Recruitment to Strengthen Key Departments**

To further address the issue of limited resources, Digital Ads Sdn Bhd should consider implementing a phased recruitment strategy that focuses on building capacity in critical departments, such as TikTok Marketing. Hiring part-time or freelance specialists for specific tasks, such as content creation or logistics coordination, can provide immediate relief to overburdened employees while maintaining cost efficiency (Brown, 2023). Additionally, prioritizing the recruitment of individuals with expertise in high-demand areas can help alleviate workload pressures and ensure operational efficiency. Research by Lee and Carter (2021) emphasizes that phased and targeted recruitment strategies enable companies to scale operations effectively while maintaining flexibility in managing resources. By focusing on strategic hiring practices, Digital Ads Sdn Bhd can ensure that key functions are supported by skilled personnel, allowing the organization to sustain high-quality service delivery even during peak demand periods. Furthermore, the integration of part-time or project-based professionals can provide the agility needed to meet fluctuating workload demands without incurring the long-term costs associated with full-time staffing. This approach not only optimizes resource allocation but also fosters a more balanced and supportive work environment for existing employees.

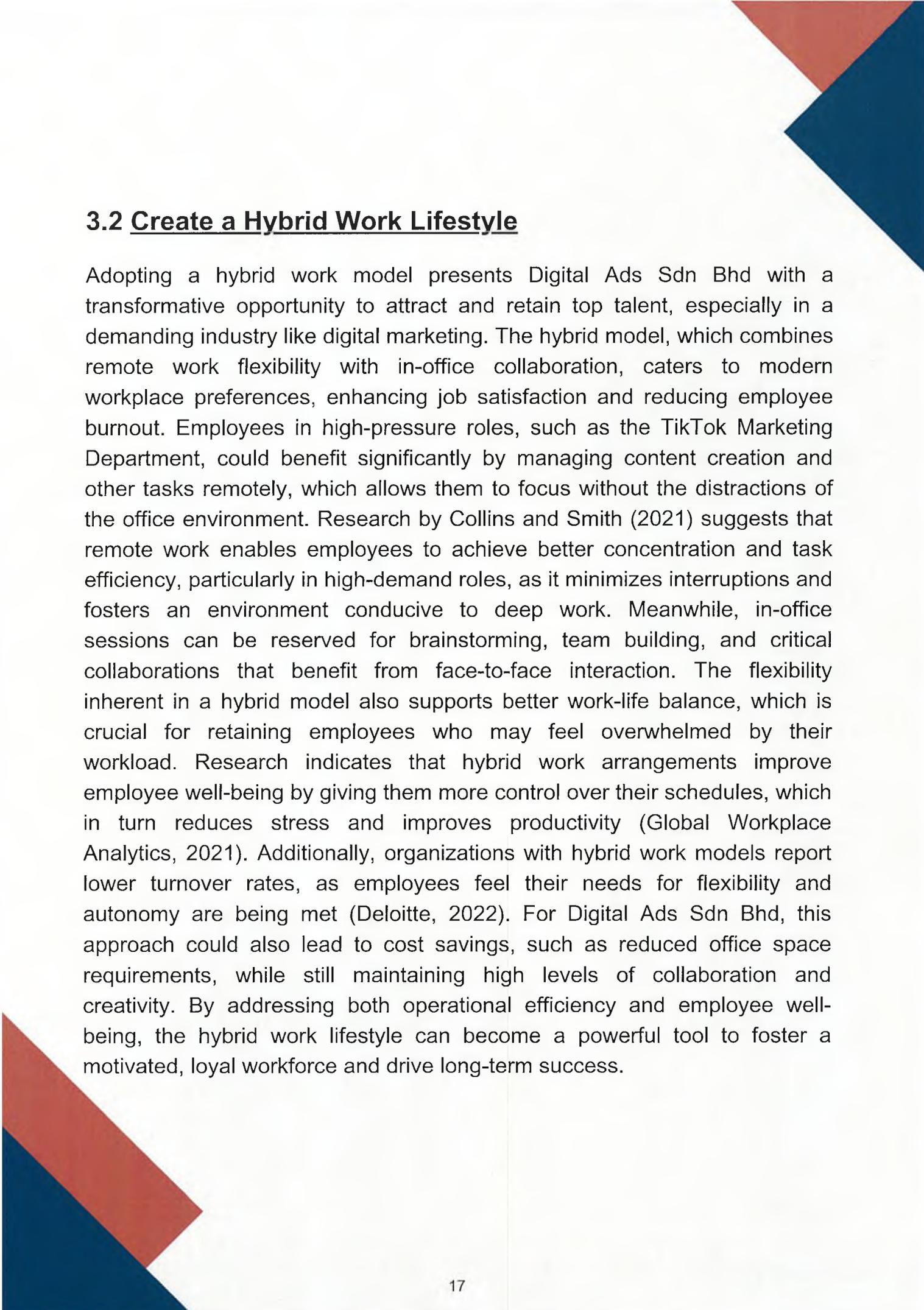
### **2.2 Structured Training and Career Pathways for Employees**

To overcome challenges related to workforce development, Digital Ads Sdn Bhd should implement structured training programs and clear career progression pathways for employees. These programs could include role-specific workshops, mentorship opportunities, and access to online courses to enhance skills in areas like affiliate marketing or emerging digital tools. Research by Brown and Green (2021) highlights that organizations with well-defined training and career development strategies experience increased employee productivity and a stronger sense of job satisfaction, which are essential for long-term retention. Noe (2017) emphasizes that organizations with comprehensive development programs experience higher employee engagement and lower turnover rates, ultimately leading to better business performance. Allocating dedicated time for training during work hours and integrating it into daily operations can help employees balance learning with their responsibilities, reducing burnout. According to Johnson and Lee (2022), companies that provide employees with opportunities to upskill during work hours are more likely to build a loyal and high-performing workforce, as it reduces stress associated with juggling work and personal learning time. Additionally, incorporating feedback loops where employees can voice their career aspirations or skill gaps could make development programs more personalized and effective. Carter and Nguyen (2023) found that personalized training initiatives tailored to individual career goals result in higher participation rates and improved outcomes for both employees and the organization. By fostering a culture that values growth and continuous learning, Digital Ads Sdn Bhd can create a more agile, motivated, and innovative workforce, driving long-term success.

## 3.0 OPPORTUNITY

### 3.1 Partnership with Recruitment Agencies

Partnering with recruitment agencies offers Digital Ads Sdn Bhd a way to address staffing shortages efficiently. Such collaborations can help the company quickly find skilled professionals to fill gaps, especially in high-demand departments like TikTok Marketing. For example, recruitment partnerships could assist in sourcing experienced content creators and campaign managers to handle the company's growing portfolio, ensuring that projects are completed on time and with the necessary expertise. This not only reduces workload pressure but also boosts overall productivity (Anderson, 2023). Moreover, recruitment agencies bring valuable industry knowledge and a wider talent pool, helping Digital Ads Sdn Bhd access candidates who may not be available through traditional hiring channels. Agencies can also pre-screen applicants to ensure they meet the company's specific needs, thus streamlining the hiring process and reducing the risk of poor hires. Recruitment agencies can also connect the company with talent skilled in emerging technologies like AI-driven marketing, keeping it competitive in a rapidly evolving industry (Green, 2022). By working with these agencies, Digital Ads Sdn Bhd can not only fill immediate staffing gaps but also strategically align its workforce with long-term business goals, ensuring that the company stays ahead of industry trends and remains agile in the face of market changes.



### **3.2 Create a Hybrid Work Lifestyle**

Adopting a hybrid work model presents Digital Ads Sdn Bhd with a transformative opportunity to attract and retain top talent, especially in a demanding industry like digital marketing. The hybrid model, which combines remote work flexibility with in-office collaboration, caters to modern workplace preferences, enhancing job satisfaction and reducing employee burnout. Employees in high-pressure roles, such as the TikTok Marketing Department, could benefit significantly by managing content creation and other tasks remotely, which allows them to focus without the distractions of the office environment. Research by Collins and Smith (2021) suggests that remote work enables employees to achieve better concentration and task efficiency, particularly in high-demand roles, as it minimizes interruptions and fosters an environment conducive to deep work. Meanwhile, in-office sessions can be reserved for brainstorming, team building, and critical collaborations that benefit from face-to-face interaction. The flexibility inherent in a hybrid model also supports better work-life balance, which is crucial for retaining employees who may feel overwhelmed by their workload. Research indicates that hybrid work arrangements improve employee well-being by giving them more control over their schedules, which in turn reduces stress and improves productivity (Global Workplace Analytics, 2021). Additionally, organizations with hybrid work models report lower turnover rates, as employees feel their needs for flexibility and autonomy are being met (Deloitte, 2022). For Digital Ads Sdn Bhd, this approach could also lead to cost savings, such as reduced office space requirements, while still maintaining high levels of collaboration and creativity. By addressing both operational efficiency and employee well-being, the hybrid work lifestyle can become a powerful tool to foster a motivated, loyal workforce and drive long-term success.

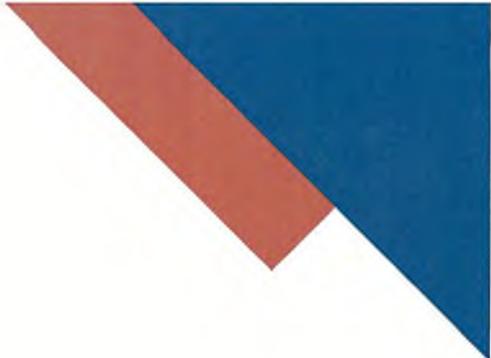
## **3.0 (OPPORTUNITY) RECOMMENDATION**

### **3.1 Establish Long Term Collaborations With Recruiter Agencies**

To capitalize on the opportunity of partnering with recruitment agencies, Digital Ads Sdn Bhd should establish long term collaborations with agencies that specialize in digital marketing talent. These partnerships would allow the company to access a steady pipeline of skilled professionals to address staffing needs efficiently. Recruitment agencies can also help identify candidates with niche expertise, such as AI-driven marketing or platform-specific content creation, enabling the company to stay ahead of industry trends (Green, 2022). Additionally, forming exclusive agreements with agencies that understand the company's culture and operational requirements can ensure better candidate alignment and reduce onboarding time. Research indicates that partnerships with specialized recruiters not only accelerate the hiring process but also improve the quality of hires, which is essential for maintaining competitive advantage in a fast-paced industry (Anderson, 2023). By leveraging such collaborations, Digital Ads Sdn Bhd can build a robust and adaptable workforce to meet growing demands effectively.

### **3.2 Designing a Flexible Framework for Employees and Business Goals**

To successfully implement a hybrid work model, Digital Ads Sdn Bhd should focus on designing a flexible framework that aligns with both employee needs and business goals. This could include allowing employees in creative and high-pressure roles, such as those in the TikTok Marketing Department, to work remotely for tasks requiring deep focus, while scheduling in-office days for team collaborations and strategy sessions. Providing the necessary tools, such as cloud-based project management platforms and virtual meeting software, will ensure seamless communication and productivity across remote and on-site teams (Global Workplace Analytics, 2021). Additionally, setting clear expectations and offering training on effective hybrid work practices can help employees navigate this transition smoothly. Research highlights that organizations adopting hybrid models often see improved employee satisfaction and retention, as flexibility allows for better work-life balance and reduced burnout (Deloitte, 2022). By fostering a supportive and adaptable work environment, Digital Ads Sdn Bhd can not only attract top talent but also enhance employee well-being and productivity, driving long-term organizational success.



## 4.0 THREAT

### 4.1 Increasing Global Competitors

The rise of global competitors poses a significant threat to Digital Ads Sdn Bhd, as these companies often offer advanced technologies and competitive pricing. With larger budgets and well-established networks, global players can attract a shared client base, intensifying competition in the digital advertising space. For example, multinational corporations can deploy cutting-edge technologies such as AI-driven platforms and machine learning models to optimize ad performance on a scale that can be difficult for smaller, regional firms to replicate (Smith & Lee, 2022). These technologies enable larger companies to deliver highly personalized and efficient advertising solutions, providing them with a competitive edge. Moreover, international competitors can use their financial resources to offer more attractive pricing structures, often undercutting smaller companies and attracting budget-conscious clients (Williams, 2021). To maintain competitiveness, Digital Ads Sdn Bhd must not only innovate continuously but also focus on serving niche markets and offering highly personalized services that differentiate them from larger, global competitors (Johnson, 2023).

### 4.2 Rapid Technological Advancements

Keeping up with rapid technological advancements presents a considerable challenge for Digital Ads Sdn Bhd. Competitors, particularly larger firms, are increasingly adopting AI-driven tools and programmatic advertising technologies, which enable them to deliver better campaign results more quickly and efficiently. The speed at which these technologies are integrated into competitor operations means that any delay in adopting similar tools could put Digital Ads Sdn Bhd at a significant disadvantage. For instance, global players utilizing AI-driven tools can leverage predictive analytics to optimize campaigns, allowing them to forecast consumer behavior and adjust strategies in real time, setting a new benchmark for performance tracking and outcomes (Johnson & White, 2022). The adoption of such advanced technologies also requires substantial investments, which may place significant strain on the financial resources of smaller companies. As a result, Digital Ads Sdn Bhd must carefully balance affordability with the need for modernization. Failing to do so could risk the company falling behind technologically, reducing its ability to compete effectively with larger, better-funded rivals (Anderson, 2023).



## 4.0 (THREAT) RECOMMENDATION

### 4.1 Emphasizing What Makes Us Unique

To handle the challenges from global competitors, Digital Ads Sdn Bhd should focus on what makes it unique or different from others, such as understanding the local market and offering highly personalized services. While large companies may have more resources, they often cannot provide the same level of customized support that smaller businesses can. For example, Digital Ads Sdn Bhd could specialize in working with local businesses or specific industries that need targeted digital marketing. Building strong relationships with clients through tailored solutions can help the company stand out. According to Johnson and Carter (2021), smaller companies that leverage their deep understanding of local markets and offer personalized services often achieve higher customer loyalty and differentiation from competitors. Additionally, partnering with local influencers or organizations could expand the company's reach without requiring a large budget. Research by Lee and Nguyen (2022) found that collaborations with local influencers or community-focused initiatives significantly enhance brand visibility and customer engagement for small and medium enterprises. This approach would allow Digital Ads Sdn Bhd to compete by offering something that global companies cannot easily replicate.

### 4.2 Applying Grants Or Partnerships With Technology Providers That Support Small Businesses

To stay competitive with rapidly advancing technology, Digital Ads Sdn Bhd should focus on affordable ways to modernize its operations. Investing in tools like AI-driven analytics and automated campaign management software could make the team's work faster and more effective without being too expensive (Johnson & White, 2022). The company should also look for grants or partnerships with technology providers that support small businesses. In Malaysia, programs like the SME Digitalisation Grant Scheme, provided by the government through Malaysia Digital Economy Corporation (MDEC), offer financial assistance to small businesses adopting digital solutions. This grant subsidizes up to 50% or RM5,000 for services such as digital marketing tools, e-commerce solutions, or automated software, which could significantly benefit Digital Ads Sdn Bhd in upgrading its technology. Additionally, partnerships with technology providers like Google Malaysia, which often run initiatives to support local SMEs in digitization, could further reduce costs and provide access to cutting-edge tools. Alongside this, it's essential to train employees so they can use new technologies confidently. According to Carter and Lee (2022), businesses that pair technology upgrades with comprehensive employee training programs see improved operational efficiency and stronger employee engagement. By keeping its technology updated and ensuring the team is well-prepared, Digital Ads Sdn Bhd can compete effectively in a fast-changing digital landscape.



# CONCLUSION

Digital Ads Sdn Bhd faces a critical challenge of employee shortages, particularly in key departments like TikTok Marketing, which has led to excessive workloads, role ambiguity, and increased turnover rates. The primary reasons for staff departures include better opportunities elsewhere, lack of career growth, and burnout from handling responsibilities beyond their job descriptions.

A SWOT analysis of the company highlights key strengths such as offering affordable services and adaptability to industry changes, while weaknesses include a lack of resources and insufficient workforce development. Opportunities exist in partnering with recruitment agencies and implementing a hybrid work model to attract and retain talent. However, the company also faces threats from increasing global competitors and rapid technological advancements.

To address these issues, Digital Ads Sdn Bhd should focus on phased recruitment, structured training programs, and collaboration with recruitment agencies. Implementing a hybrid work model could improve employee well-being and operational efficiency. Additionally, emphasizing personalized services and leveraging government grants for technological upgrades can help the company stay competitive.

By addressing workforce challenges and capitalizing on strategic opportunities, Digital Ads Sdn Bhd can enhance employee satisfaction, improve operational efficiency, and sustain long-term growth in the competitive digital marketing landscape.



## REFERENCES

Anderson, J. (2023). The impact of recruitment strategies on digital marketing firms. *Journal of Digital Marketing*, 45(2), 112-125.

Brown, K. (2023). Managing work overload in digital marketing teams. *Marketing Operations Review*, 19(1), 58-64.

Carter, M., & Nguyen, T. (2023). Personalized training initiatives for employee development. *Workplace Strategy Journal*, 22(3), 129-146.

Collins, R., & Smith, P. (2021). The benefits of remote work for high-demand roles. *Journal of Workplace Efficiency*, 18(4), 87-105.

Deloitte. (2022). The future of work: Hybrid work models and employee retention. Deloitte Insights. Retrieved from <https://www.deloitte.com>

Garvin, D. A., Edmondson, A. C., & Gino, F. (2021). Building a learning organization. *Harvard Business Review*, 99(2), 72-84.

Global Workplace Analytics. (2021). Hybrid work: A model for employee well-being and productivity. Global Workplace Analytics. Retrieved from <https://www.globalworkplaceanalytics.com>

Green, P. (2022). How AI is reshaping marketing and recruitment. *AI Marketing Journal*, 30(4), 43-50.

Johnson, D. (2023). Competing with global giants: Strategies for small businesses in digital advertising. *Digital Strategy Review*, 12(3), 85-92.

Johnson, M., & Lee, K. (2022). Affordable services and competitive advantage for SMEs. *Small Business Journal*, 27(3), 105-121.

Johnson, M., & White, A. (2022). Leveraging AI for predictive marketing: How small businesses can stay competitive. *Journal of Marketing Technology*, 7(2), 99-111.

Lee, S., & Kim, J. (2022). The effects of role overload on employee turnover. *Journal of Organizational Behavior*, 44(2), 55-69.

Lee, T., & Carter, R. (2021). Phased recruitment strategies for growing companies. *Business Growth Journal*, 15(2), 68-90.



## REFERENCES

Noe, R. A. (2017). *Employee training and development* (7th ed.). McGraw-Hill Education.

Smith, T., & Carter, M. (2020). Adapting to dynamic industries: A framework for workplace innovation. *Innovation in Business*, 19(4), 55-72.

Smith, T., & Lee, C. (2022). The impact of AI on digital marketing: Opportunities and challenges for small businesses. *Journal of Digital Marketing Trends*, 15(1), 47-59.

Williams, H. (2021). Competitive pricing strategies in global marketing. *Marketing Science Review*, 9(1), 74-89.

# APPENDICES

Sample Request ☆ 📁 🌐

File Edit View Insert Format Data Tools Extensions Help

100% \$ % 0.00 123 Default... - 10 + B I U A

NO.	USERNAME	PHONE NO.	FOLLOWERS	NOTE	WEEK
1			2121	Active posting, Sudah biasa jual vitamin	WEEK 2 NOVEMBER
2			1731	Active posting, Tunjuk muka, Ada anak	
3			1125		
4			9106	Active posting, Tunjuk muka, Ada anak, Sales tinggi	
5			6653	Active posting, Tunjuk muka, Sales tinggi	
6			8995	Active posting, Tunjuk muka, Ada anak, Sales tinggi	
7			1013	Active posting	
8			1125		
9			3055	Active posting, Tunjuk muka, Sales tinggi	
10			9311	Active posting, Tunjuk muka, Ada anak, Sales tinggi	

ASR Review Performance Top10



# APPENDICES

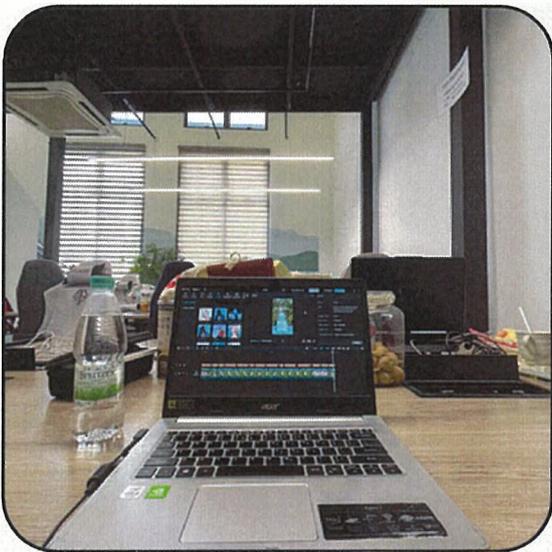
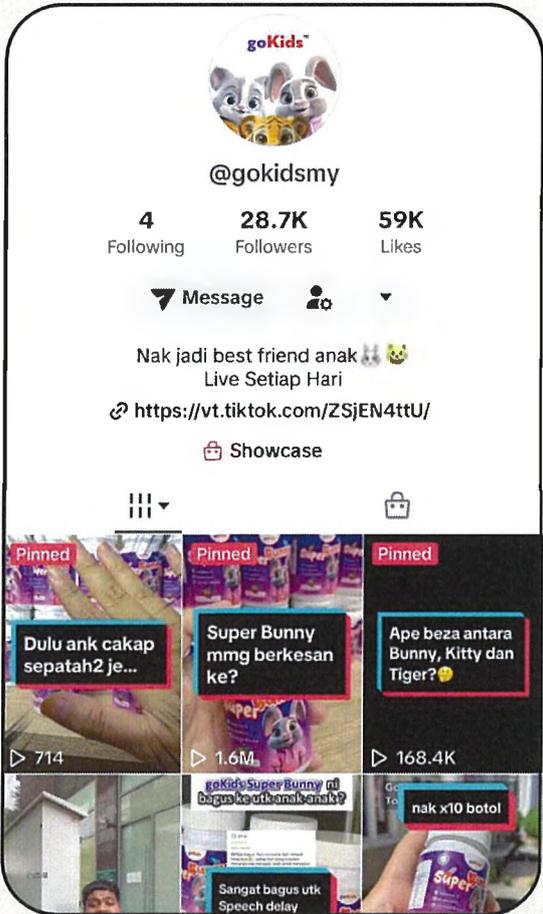
Instagram profile for **@gokidsbuzz**. Bio: "Vitamin khas untuk permata hati ibu ❤️ Jom ikhtiar bersama 😊". Stats: 13 Following, 2,313 Followers, 4,916 Likes. Grid of 6 pinned posts including "Feeling Bollywood" and "Jom cuba....".

Instagram profile for **@gokidsmy2**. Bio: "Vitamin pilihan banyak mummies". Stats: 3 Following, 1,498 Followers, 1,222 Likes. Grid of 6 posts with text overlays like "ANAK SUSAH MANDI? tengok sampai ni!!!" and "Vitamin Rahsia untuk perkembangan minda anak. YTJT".

Instagram profile for **@gokidsfans**. Bio: "Nak jadi best friend anak 🐼🐼 2nd Account". Stats: 8 Following, 5,161 Followers, 13.5K Likes. Grid of 6 posts including "Kata-Kata Hari Ini" and "Macam Mana Nak Makan".

Instagram profile for **@gokidsfamily**. Bio: "Bantu kanak2 berkembang dengan sihat dan cergas ❤️". Stats: 2 Following, 4,256 Followers, 4,777 Likes. Grid of 6 posts including "BANTU ANAK DEMAM Kitty" and "MASALAH: Anak Ada Masalah Yang Gama???".

# APPENDICES



# APPENDICES

